

Title (en)
ONLINE AD SERVING

Title (de)
ONLINE-ABLIEFERUNG VON WERBUNG

Title (fr)
SERVICE PUBLICITAIRE EN LIGNE

Publication
EP 2308018 A4 20130206 (EN)

Application
EP 09759142 A 20090530

Priority

- US 2009045765 W 20090530
- US 5821308 P 20080603
- US 14646008 A 20080626

Abstract (en)
[origin: US2009299862A1] Online ad hosting (e.g., hosting ads from one domain on a webpage from a different domain) is accomplished using a cross-domain frame (e.g., an inline frame (IFrame)), a secure inter-frame communications channel, and a source code interface (e.g., a set of application program interfaces (APIs)). That is, a cross-domain IFrame may be created in a host webpage, which can isolate an ad from the host webpage. An inter-frame communications channel may be utilized to communicate between the contents of the cross-domain frame and the host webpage. Further, a source code interface may be used to communicate a host's preferences for an ad's parameters and restrictions.

IPC 8 full level
G06Q 30/02 (2012.01)

CPC (source: EP KR US)
G06Q 30/02 (2013.01 - EP US); **G06Q 30/0241** (2013.01 - KR); **G06Q 30/0277** (2013.01 - EP US)

Citation (search report)

- [I] WO 2008024706 A2 20080228 - CRAZY EGG INC [US], et al
- [I] US 2007300064 A1 20071227 - ISAACS SCOTT [US], et al
- See references of WO 2009148981A2

Citation (examination)

- FREDERIK DE KEUKELAERE ET AL: "SMash", PROCEEDINGS OF THE 17TH INTERNATIONAL CONFERENCE ON WORLD WIDE WEB, WWW 2008, BEIJING, CHINA, APRIL 21-25, 2008, ACM, RED HOOK, NY, 21 April 2008 (2008-04-21), pages 535 - 544, XP058289357, ISBN: 978-1-60558-085-2, DOI: 10.1145/1367497.1367570
- DANNY THORPE: "Secure Cross-Domain Communication in the Browser", 31 July 2007 (2007-07-31), XP055413066, Retrieved from the Internet <URL:https://msdn.microsoft.com/en-us/library/bb735305.aspx> [retrieved on 20171005]

Cited by
US10346877B1

Designated contracting state (EPC)
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO SE SI SK TR

DOCDB simple family (publication)
US 2009299862 A1 20091203; CN 102047286 A 20110504; CN 102047286 B 20150429; EP 2308018 A2 20110413; EP 2308018 A4 20130206; KR 101652129 B1 20160829; KR 20110014164 A 20110210; WO 2009148981 A2 20091210; WO 2009148981 A3 20100415

DOCDB simple family (application)
US 14646008 A 20080626; CN 200980121187 A 20090530; EP 09759142 A 20090530; KR 20107026622 A 20090530; US 2009045765 W 20090530